

# Appendix D

## Books, Publications & Periodicals Resource & Reference List

Initial Release	1.0
Date:	January 1997

Category	Title	Author	Description
PMI Publications			
	<b>Achieving TQM on Projects: A Journey of Continuous Improvement</b>	Russell W. Darnall	Written in novel form, this book illustrates TQM at work on an award-winning major construction project.
	<b>Conflict Management for Project Managers</b>	Nicki S. Kirchof, John R. Adams	This book reviews the concepts of conflict and conflict management as they apply in the project environment.
	<b>Contract Administration for the Project Manager</b>	M. Dean Martin, C. Claude Teagarden, Charles F. Lambreth	This basic overview of contract management for the project manager provides an orientation to the philosophy of contract management along with interpretations of some of the legal issues involved.
	<b>A Decade of Project Management: Selected Readings from the <i>Project Management Quarterly</i>, 1970 Through 1980</b>	John R. Adams, Nicki S. Kirchof, Eds.	Classic articles covering all aspects of project management.
	<b>Decision Analysis in Projects</b>	John R. Schuyler	The author presents the fundamentals, explains why any decision under uncertainty is best supported with a decision analysis, and covers principal techniques.
	<b>Earned Value Project Management Systems</b>	Quentin W. Fleming, Joel M. Koppelman	This book traces the technique of earned value cost management from its formal introduction as part of PERT/Cost through its most prominent application within the Cost Schedule Control Systems Criteria (C/SCSC) over the past 25 years.
	<b>A Framework for Project and Program Management Integration</b>	R. Max Wideman	Provides a general explanation of project management, some insights into its processes and suggestions on how to manage projects.
	<b>The Global Status of the Project Management Profession</b>		This is the official report of The Global Project Management Forum, held October 15, 1995 in conjunction with PMI's Annual Seminar/Symposium. Representatives from around the world present reports and discuss PM issues of common interest.

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PMI Publications			
	<b>Guide to the Project Management Body of Knowledge (PMBOK) (1995 Edition)</b>	The PMI Standards Committee	This document supersedes PMI's 1987 PMBOK document. It is used to provide a consistent structure for PMI professional development programs, including PMP Certification and the accreditation of project management degree programs.
	<b>Human Resource Skills for the Project Manager (Volume two of the series, Human Aspects of Project Management.)</b>	Vijay K. Verma	This book draws together information from diverse sources to give the project manager an understanding of communication skills, negotiation strategies, conflict resolution, stress management, leadership, power and influence, and project politics.
	<b>The Implementation of Project Management: The Professional's Handbook</b>	Linn Stuckenbruck, Editor.	A valuable resource for both the novice and the experienced project manager. Three case histories discuss the background, types of projects, implementation process, organization, planning, challenges and problems these organizations faced and resolved.
	<b>Index of PMI Papers as Published in the <i>Proceeding of the annual PMI Seminars/Symposia</i> and the <i>Project Management Journal</i>, 1969-1984</b>	Linn Stuckenbruck, David Taylor, Editors	Articles from the <i>Project Management Journal</i> and papers published in the <i>Proceedings</i> of each PMI Annual Seminar/Symposium from 1969 through 1984.
	<b>Index of Project Management Articles: 1970-1985 (Non-PMI Literature)</b>	Stephen D. Owens, Francis M. Webster, Amy Y.J. Soong	Encompasses relevant articles appearing in non-PMI literature from 1970-1985.
	<b>Managing the Project Team</b>	Vijay K. Verma	Volume Three of the series, <i>Human Aspects of Project Management</i> , this book covers effective team building, steps to creating self-managed project teams and inspiring them to high performance.
	<b>Negotiating and Contracting for Project Management</b>	Penny Cavendish, M. Dean Martin	This guide reviews some negotiating methods that can help the project manager develop contracts that fit project requirements.

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PMI Publications			
	<b>An Organization Development Approach to Project Management</b>	John R. Adams, C. Richard Bilbro, Timothy C. Stockert	A guidebook to implementing the participative management and facilitating the team-building and horizontal communications so essential to the effective conduct of projects.
	<b>Organizing for Project Management</b>	Dwayne Cable, John R. Adams	Volume One of <i>Human Aspects of Project Management</i> , covers project organizational design.
	<b>PMI Council of Chapter Presidents (CCP) Guide to Preparing for the Project Management Professional Certification Exam (Revised Edition)</b>		This workbook of study materials contains valuable insights that can help potential PMP exam takers succeed.
	<b>The Personal Study Program</b>		This PC-based training tool designed to assist with final preparations for the PMP exam immediately scores and grades responses to 340 proprietary questions, permitting students to study at their own pace and convenience.
	<b>Power and Politics in Project Management</b>	Jeffrey K. Pinto	This book covers: an overview of the research on power and political behavior; key decision processes; negotiation skills, conflict management, and the management lessons to be learned from the study of power and politics.
	<b>Proceeding of the PMI Annual Seminar/Symposia</b>		PMI's Annual Seminar/Symposium <i>Proceedings</i> are a valuable reference source.
	<b>Project and Program Risk Management: A Guide to Managing Project Risks and Opportunities</b>	R. Max Wideman, Editor	Covered are: the relationship of risk to uncertainty and opportunity, risk assessment and response methodology, contingency allowances and an approach to risks in contracts.

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<b>PMI Publications</b>			
	<b>Quality Management for Projects and Programs</b>	Lewis R. Ireland	This book provides a solid discussion of quality variables, and the tools, management techniques, methodologies and costs associated with infusing quality into project management.
	<b>Roles and Responsibilities of the Project Manager</b>	John R. Adams, Bryan W. Campbell	This monograph provides a general explanation of the roles and management functions of the project manager.
	<b>Sample Examination and Study Notebook for Individuals Studying for the Project Management Certification Examination (Revised Edition)</b>	J. Davidson Frame	This study guide is divided into sections, corresponding to the knowledge areas of the <i>Guide to the Project Management Body of Knowledge</i> . It provides those who plan to take the PMP certification exam with a good sense of what the exam entails.
	<b>Successful Information Systems Implementation: The Human Side</b>	Jeffrey K. Pinto	The author provides guidelines for achieving success and develops a model of effective project management behavior.
	<b>Team Building for Project Managers</b>	Linn C. Stuckenbruck, David Marshall	This handbook draws from the field of organizational behavior those concepts central to the development of closely-knit and cooperative groups and demonstrates their practical application in project management.
	<b>The Project Manager's Work Environment: Coping with time and Stress.</b>	Paul C. Dinsmore, M. Dean Martin, Gary T. Heuttel	This handbook provides a basic overview of time management and stress management.
	<b>The 1987 PMBOK Glossary</b>	Max Wideman, Editor	The Glossary contains terms not defined in the <i>Guide to the Project Management Body of Knowledge Glossary</i> published in 1995.

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Category	Title	Books Included	Description
PMI Publications			
Body of Knowledge			
	<b>ECONO Review Package</b>	<ul style="list-style-type: none"> <li>• Guide to the Project Management Body of Knowledge</li> <li>• Sample Examination and Study Notebook for Individuals Studying for the Project Management Certification Examination</li> <li>• Conflict Management for Project Managers</li> <li>• Contract Administration for the Project Manager</li> <li>• Negotiating and Contracting for Project Management</li> <li>• Organizing for Project Management</li> <li>• Roles and Responsibilities of the Project Manager</li> <li>• Team Building for Project Managers</li> <li>• 1987 PMBOK Glossary</li> </ul>	This package of documents offers you the basic material published by the Project Management Institute supplementing the <i>Guide to the PMBOK</i> . See previous listing for description of each individual book.
	<b>FULL Review Package</b>	<ul style="list-style-type: none"> <li>• The Complete Econo Review Package</li> <li>• A Framework for Project and Program Management Integration</li> <li>• Project and Program Risk Management</li> <li>• Quality Management for Projects and Programs</li> <li>• The Implementation of Project Management</li> <li>• Organizing Projects for Success</li> </ul>	This package of documents offers you the full set of material published by the Project Management Institute supplementing the <i>Guide to the PMBOK</i> . These classic PMI publications offer the depth and breadth you need for a full understanding of the project management body of knowledge. See previous listing for description of each individual book.

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<b>PMI Periodicals</b>			
	<b>PM Network</b>		The Project Management Institute's monthly magazine for the professional project manager. Designed to keep the reader informed of new developments in the field of project management.
	<b>Project Management Journal</b>		Promotes the state-of-the-art of the knowledge of project management. Also provides a forum for free discussion of project management problems, solution, applications and opinions. (Back issues available as well as a database search, call 704/586-3715)
<b>Business</b>			
	<b>50 Essential Management Techniques</b>	Michael Ward	This guide encourages readers to create management policies from 50 models. The 50 techniques, including some never before published, are grouped into eleven subject areas, ranging from strategy to learning.
	<b>Agile Competitors and Virtual Organizations: Strategies for Enriching the Customer</b>	Steven L. Goldman, Roger N. Nagel, Kenneth Preiss	This survival guide for today's business environment is the product of extensive research. It focuses on practice rather than theory and includes valuable self assessment tools for gauging agility.
	<b>Better Change: Best Practices for Transforming Your Organization</b>	The Price Waterhouse Change Integration Team	Step-by-step instructions to help corporate leaders navigate the rough water between a shaky status quo and future success.
	<b>Building Strategic Relationships: How to Extend Your Organization's Reach Through Partnerships, Alliances and Joint Ventures</b>	William Berquist, Juli Betwee, David Meuel	This book shows how successful alliances are launched, developed, and concluded within the corporate world and between corporate entities and government or non-profit institutions.
	<b>Competitive Global Management: Principles and Strategies</b>	A.F. Alkhafaji	This text discusses the cultural, economic, political and environmental aspects of conducting business overseas.

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PMI Periodicals			
	<b>Corporate Misconduct: The Legal, Societal, and Management Issues</b>	Margaret P. Spencer, Ronald R. Simms, Eds.	The book is a resource for students and teachers of business ethics, management, and business-government relations, as well as a practical guide for management on how to counter misconduct in their own organizations.
	<b>Creative Compartments: A Design for Future Organizations</b>	Gerald Fairtlough	The author draws on wide experience and a profound analysis of the operations and interactions of small organizations, to set a clear agenda for organizational design.
	<b>Credibility: How Leaders Gain and Lose It, Why People Demand It.</b>	James M. Kouzes, Barry Z. Posner	Based on surveys of more than 15,000 people, 400 case studies, and 40 in-depth interviews, this book shows that leadership is above all a relationship, with credibility as the cornerstone.
	<b>Designing Cross-Functional Business Processes</b>	Bernard Johann	This book offers practical tools, integrating systems theory, economics, and psychology to provide detailed procedures, checklists, data analysis worksheets, and other resources to improve human and organizational performance.
	<b>Designing Organizations: An Executive Briefing on Strategy, Structure, and Process</b>	Jay R. Galbraith	This book provides executives, managers, and consultants with the concrete tools needed to select and implement an efficient design that will create a more competitive organization.
	<b>Transportation Infostructures: The Development of Intelligent Transportation Systems</b>	The Diebold Institute for Public Policy Studies	This volume explores the links between business and government in the development of intelligent transportation systems (ITS) technology. Special attention is given to environmental and economic concerns.

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PMI Information Source Guide			
Project Management			
	<b>5-Phase Project Management</b>	Joseph W. Weiss, Robert K. Wysocki	The best project management practices are compiled in an easy to use format to help PMs avoid the common pitfalls caused by communication bottle necks and conflict over goals and methodologies.
	<b>A Practical Guide to Project Planning</b>	Celia Burton, Norma Michael	A readable book that lets organizations plan projects using the latest techniques. Packed with outlines of quick and easy methods, case histories, diagrams and charts.
	<b>Best Practice Benchmarking</b>	Sylvia Codling	This book shares the experience and knowledge acquired by benchmarking companies across a wide range of industries. It provides a step-by-step guide to the entire process including a complete set of planning worksheets.
	<b>Dynamic Project Management</b>	D.S. Kezsbom, et al.	This guide examines high-tech engineering projects and shows how to manage them in today's high-tech project environment.
	<b>Fundamentals of Project Management</b>	James P. Lewis	Culled from the best practices of experts in the field, this concise new <i>Worksmart</i> book explains how to juggle multiple tasks on a complex project from start to finish.
	<b>Getting a Project Done on Time: Managing People, Time and Results</b>	Paul B. William's	This concise, reality based guide is filled with self assessment tools, checklists, tips and step-by-step instructions on how to manage a project.
	<b>Global Project Management Handbook</b>	David I. Cleland, Ronald Gareis	Written by 48 leading experts from 19 countries around the world, this handbook explores project management as an organizational strategy.
	<b>Handbook of Project-Based Management</b>	Rodney Turner	This handbook offers a simple but effective tool kit of creative management skills.



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PMI Information Source Guide			
Project Management			
	<b>How to Plan Any Project: A Guide for Teams (and Individuals),(Second Edition)</b>	Thomas C. Belanger	This revised edition is a planning tool for small projects, a companion to project management software, and a companion to project management textbooks.
	<b>Managing Projects in Organizations, Revised Edition: How to make the Best Use of Time, Techniques, and People, (Second Edition)</b>	J. Davidson Frame	This new edition of what has been called the thinking manager's guide to project management is introductory without being low-level. Unlike many other project management texts, this text also covers service industries and product development.
	<b>Planning Techniques: Basic and Advanced</b>	Robert M. Kelley	A practical how to book which covers, step-by-step and part-by-part, the people skills required to make any project management system work.
	<b>Project Management Basics: A Step by Step Approach</b>	R.L. Kimmons	Details techniques to monitor a system from the planning stage to the actual execution and quality control of work emphasizing the sequential nature of the project management process.
	<b>Project Management Demystified;Today's Tools and Techniques</b>	Geoff Reiss	This book approaches project management with a no-nonsense and sometimes humorous tone.
	<b>Project Management for the 21st Century</b>	Bennet P. Lientz and Kathryn P. Ross	This text discusses how to employ technology effectively, covers organizational and behavioral aspects of project management, provides advice for dealing with 100 common problems, and serves as a practical guide to setting up and managing people.

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PMI Information Source Guide			
Project Management			
	<b>Project Management in Manufacturing and High Technology Operations</b>	Adedeji Bodunde Badiru	This book presents techniques for managing technical personnel and includes PERT and CPM. It features a new approach to project management designed to meet the demands of an era of rapidly changing and competitive high technology.
	<b>Project Management with CPM, PERT and Precedence Diagramming, (Third Edition)</b>	J.J. Moder, C.R. Phillips, E.W. Davis	A reprint of the third edition of this popular textbook. This book deals with network planning, time schedules, cost and resource management, and computer applications.
	<b>Project Management, (Fifth Edition)</b>	Dennis Lock	A comprehensive, up-to-date guide to the full range of skills that are necessary to succeed in the field of project management.
	<b>Project Management: A Managerial Approach, (Third Edition)</b>	J.R. Meredith, S.J. Mantel, Jr.	This updated edition contains new applied examples and case studies, new coverage of top project management software, expanded material on the information systems development cycle, and new direction on career opportunities.
	<b>Project Management: A Systems Approach to Planning, Scheduling, and Controlling, (Fifth Edition)</b>	Harold Kerzner	This revised edition of Kerzner's classic reference on project management updates project management theory and techniques within the context of today's changing marketplace.
	<b>Project Management: How to Plan and Manage a Successful Project</b>	Joan Knutson, Ira Bitz	The authors lay out each step of how to plan, implement, and finish up a project, supplying the techniques that business people new to project management need.
	<b>Project Management: Planning and Control, (Second Edition)</b>	Rory Burke	Using many practical examples and exercises, the author provides a guide for the manager who wants to build a successful career in project management.

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PMI Information Source Guide			
Project Management			
	<b>Project Management: Strategic Design and Implementation (Second Edition)</b>	David I. Cleland	A state-of-the-art guide to the theory and practice of project management, this book shows managers and planners how to use the management of projects as key building blocks in the design and execution of organizational strategies.
	<b>Project Manager's Desk Reference</b>	James P. Lewis	This reference guide integrates management theory with practice for projects of all scales.
	<b>Project Planning and Management: An Integrated System for Improving Productivity</b>	Louis Goodman	This text describes the Integrated Project Planning and Management Cycle (IPPMC), and provides case studies and lessons learned from such projects as the Hawaii geothermal project and the Trans-Alaska pipeline system.
	<b>Project Planning, Scheduling &amp; Control(Revised Edition)</b>	James P. Lewis	Presents the essential tools and techniques of project management with real world examples and humorous anecdotes.
	<b>Project Planning, Scheduling and Control in Construction: An Encyclopedia of Terms and Applications</b>	Calin Popescu	An essential tool for everyone involved in project management, this quick reference brings coverage of all project management concepts and terms.
	<b>Successful Project Managers: Leading Your Team to Success</b>	Jeffrey K. Pinto, O.P. Kharbanda	This book shows you step-by-step how to develop leadership skills that will make your team shine and help you complete projects on time and within budget
	<b>The AMA Handbook of Project Management</b>	Paul C. Dinsmore	Presents critical concepts common to all projects as well as in-depth solutions for specific areas such as change management, R&D, and international projects.

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PMI Information Source Guide			
Project Management			
	<b>The Management of Projects</b>	Peter W.G. Morris	The author provides a history of the events in the growth of the discipline, a detailed picture of how it is practiced in different industries / cultures, a model of best practice, and a vision of how project management will evolve over the next 10 years.
	<b>The New Project Management: Tools for an Age of Rapid Change, Corporate Reengineering, and Other Business Realities</b>	J. Davidson Frame	Examines the new realities of project management: managing risk, maintaining quality of goods and services, outsourcing, satisfying customers, and communicating effectively with managers, customers, vendors, and staff.
	<b>The Noah Project</b>	Ralph L. Kliem	In this novelization of project management, the characters and events are fictitious; but the tools, techniques and circumstances mirror reality for just about any project in any environment. Entertaining!
	<b>The Project Manager's Tool kit</b>	Duncan-Nevison	Subscription newsletter published four times per year. Checklists, book reviews, tips & techniques.
Procurement			
	<b>Privatized Infrastructure: The BOT Approach</b>	C. Walker, A. Smith	This book explains how, where and why the Build-Own/Operate-Transfer concept evolved and highlights the possible pitfalls as well as the potential windfalls. The book presents a new perspective on old problems.

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<b>PMI Information Source Guide</b>			
<b>Product Development</b>			
	<b>Global Interface Design</b>	Tony Fernandes	This book addresses issues involved in product development for a global market with a real world focus. It covers areas developers should address during the development cycle, and provides insights into researching cultural differences.
	<b>Managing Software Development Projects, (Second Edition)</b>	Neal Whitten	The author focuses on the most common, big-ticket problems that plague software development projects--and offers solutions.
	<b>World-Class New product Development</b>	Dan Dimancescu, Kemp Dwenger	This book shows executives and managers how to duplicate a style of management that merges total quality, concurrent engineering, and process reengineering practices.
<b>Quality</b>			
	<b>5 Pillars of the Visual Workplace: The Sourcebook for 5S Implementation</b>	Hiroyuki Hirano	The 5S's (seiri, seiton, seiro, seiketsu, and shituske--or organization, orderliness, cleanliness, standardized cleanup, and discipline) provide the basis for a theory that fosters efficiency and continuous improvement.
	<b>Back on the Quality Track: How Organizations Derailed and Recovered</b>	Kathryn Huddleston	Quality is alive and well and working in America: the author shares insider stories of champions of quality, along with those of companies that got off the track.
	<b>Customer-Driven Project Management: A New Paradigm in Total Quality Management</b>	Bruce T. Barkley, James H. Saylor	This book offers project managers, team members, and organizational leaders a new tool for continually assessing the customer's quality improvement needs and delivering superior products and services.

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Product Development			
	<b>Focused Quality: Managing for Results</b>	Paul Murphy, Harvey Brelin, Lyell P. Jennings, Kim Davenport	This book focuses on using quality improvement as a means to enhanced bottom line results. Written for managers, this book provides an approach on how to target improvement initiatives and ensure their success.
	<b>Gower Handbook of Quality Management(Second Edition)</b>	Dennis Lock	The handbook describes the appropriate methods, practices, and procedures needed to stay on top of the competition
	<b>Integrating Productivity and Quality Management(Second Edition)</b>	Johnson Amie Edosomwan	This updated edition details all productivity and quality methodologies, principles, and techniques and demonstrates how they interact in the three phases of the productivity and quality management triangle. Focuses on customer satisfaction.
	<b>ISO 9000: An Implementation Guide for Small to Mid-Sized Businesses</b>	Frank Voehl	This book shows sample procedures which can easily be adapted for in-house use; presents a cost-effective blueprint for doing the work, including a detailed roll-out plan for implementation; and contains many examples, case studies, and illustrations.
	<b>It's About Time: A Fable About the Next Dimension of Quality</b>	John Guaspari	This unique, witty business fable provides an eye-opening presentation of the basics of time based competition. It helps organizations see what must be done to get beyond the first steps in delivering quality in customer terms.
	<b>Leadership and the Customer Revolution: The Messy, Unpredictable, and Inescapably Human Challenge of Making the Rhetoric of Change a Reality</b>	Gary Heil, Tom Parker, Rick Tate	This book looks at today's rhetoric about change and at the reality. The authors lay out 20 challenges that must be confronted.

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PMI Information Source Guide			
Product Development			
	<b>Management Master Series, Set 2: Total Quality</b>	William F. Christopher	The six books in Set 2 examine meaningful aspects of Total Quality. They introduce managers to fundamental shifts happening in their jobs, the changing role of their employees, and the tools they need to accomplish their goals.
	<b>Operations Management</b>	Lee Krajewski	Solutions to operations problems make a significant difference in the competitiveness of a firm. This volume presents approaches to these problems.
	<b>Quality by Experimental Design, (Second Edition, Revised and Expanded)</b>	Thomas B. Barker	The author integrates Taguchi's design methodology as a natural part of the design effort and presents the mathematical aspects of statistical experimental design in an intuitive rather than a theoretical manner.
	<b>Quality Planning, Control, and Improvement in Research Development</b>	George W. Roberts, Ed.	An in-depth study of the strengths and weaknesses of peer review highlights needed changes in current lab management practices.
	<b>Randall's Practical Guide to ISO 9000</b>	Richard C. Randall	Randall offers well organized and easy to use coverage of how to understand, register for, and implement the new ISO 9000 Standard for certification.
	<b>The ISO 9000 Book (Second Edition)</b>	John T. Rabbitt, Peter A. Bergh	Newly revised to reflect the latest changes to the standards, this guide covers ISO 9000 certification from the preparation to the final audit.
	<b>The Quality Improvement Handbook: Team Guide to Tools and Techniques</b>	Roger Swanson	This reference for quality teams introduces an eight step quality improvement model, and also incorporates information on the seven quality tools, seven management tools, and an additional 20 tools and techniques that are less frequently used.

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PMI Information Source Guide			
Product Development			
	<b>The Quality Yearbook, 1996 Edition</b>	James W. Cortada, John A. Woods	The annual guide to every significant idea, practice, and event in the world of quality.
	<b>Total Quality Management: Text, Cases and Readings, (Second Edition)</b>	Joel E. Ross	Used in over 200 colleges and universities around the country, this text, now revised and expanded, enhances the original seven chapters in the first edition with additional material, new case studies, and valuable new readings.
	<b>Total Quality Service</b>	D.H. Stamatis	This book demonstrates how companies can provide the quality customer service that is so crucial to success.
	<b>Total Quality Through Project Management</b>	Jeffrey S. Leavitt, Philip C. Nunn	Leads project management and quality professionals step by step through each phase of the process--from original concept through development, and from implementation through the termination and maintenance of a quality improvement project.
Risk			
	<b>Risk Analysis in Project Management</b>	J. Rafferty	Providing rules of thumb for risk analysis and management, this text includes an introduction to risk analysis and management, software reviews, and case studies.
	<b>Risk Management for Software Projects</b>	Alex Down, Michael Coleman, and Peter Absolan	In this volume, three respected IBM specialists cover the principles of practical risk management and the major techniques, both qualitative and quantitative.
	<b>What Every Engineer Should Know About Reliability and Risk Analysis</b>	M. Modarres	Important reliability aspects of both components and complex systems are covered in this reference. Reliability, availability, and risk analysis are discussed.



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PMI Information Source Guide			
Sales/Marketing			
	<b>Marketing Non-profit Organizations (Second Edition)</b>	David L. Rados	A professional text for anyone interested in marketing in the non-profit sector. It covers the entire field, from explaining what marketing is to describing the role of marketing in the non-profit organizations.
	<b>Online Marketing Handbook: How to Sell, Advertise, Publicize, and Promote Your Products and Services on the Internet and Commercial Online Services</b>	Daniel S. Janal	From strategies for using this new medium effectively to the social and legal issues involved, the author offers; up-to-date information on the Internet as well as other major online systems.
	<b>The New Corporate Activism: Harnessing the Power of Grassroots Tactics for Your Organization</b>	Edward A Grefe, Martin Linsky	The authors demonstrate how organizations can influence the public issues that affect them and present a blueprint for getting the message out.
	<b>Total Quality in Marketing</b>	William C. Johnson, Richard J. Chvala	This tool for managers helps them apply total quality principles to the overall management of the marketing function.
Time			
	<b>Analysis Bar Charting</b>	John Mulvaney	A simplified approach to the critical path method using the new and improved precedence diagramming method (activity on node). An excellent textbook for training programs.
	<b>Precedence Networks for Project Planning and Control</b>	P.J. Burman	A reprint of a classic work on the use of precedence networks to plan projects of all kinds and sizes. The book explains fundamental concepts of project management in simple terms.